



OBSERVATIONS FROM THE “SAY” SURVEY AND REGISTRY

David A. McCarron, MD, FACP

Executive Director

Shaping America's Youth

Adjunct Professor

UC Davis



SHAPING AMERICA'S YOUTH A PUBLIC / PRIVATE PARTNERSHIP

- **CAMPBELL SOUP COMPANY**
- **McNEIL NUTRITIONALS**
- **NIKE**
- **FedEx**
- **ACADEMIC NETWORK**



SHAPING AMERICA'S YOUTH A PUBLIC / PRIVATE PARTNERSHIP

- **OFFICE OF THE US SURGEON GENERAL**
- **AMERICAN ACADEMY OF PEDIATRICS**
- **AMERICAN DIABETES ASSOCIATION**
- **UC Davis**
- **ACSM**

OUR MISSION

- Define the scope of our nation's effort directed at childhood physical inactivity and excess weight
- Create a national registry of such programs
- Assess how that effort is being applied to the challenge this crisis presents
- Foster a national dialogue at a community level
- Provide universal access to information
- Develop a national action plan that will:

OUR MISSION

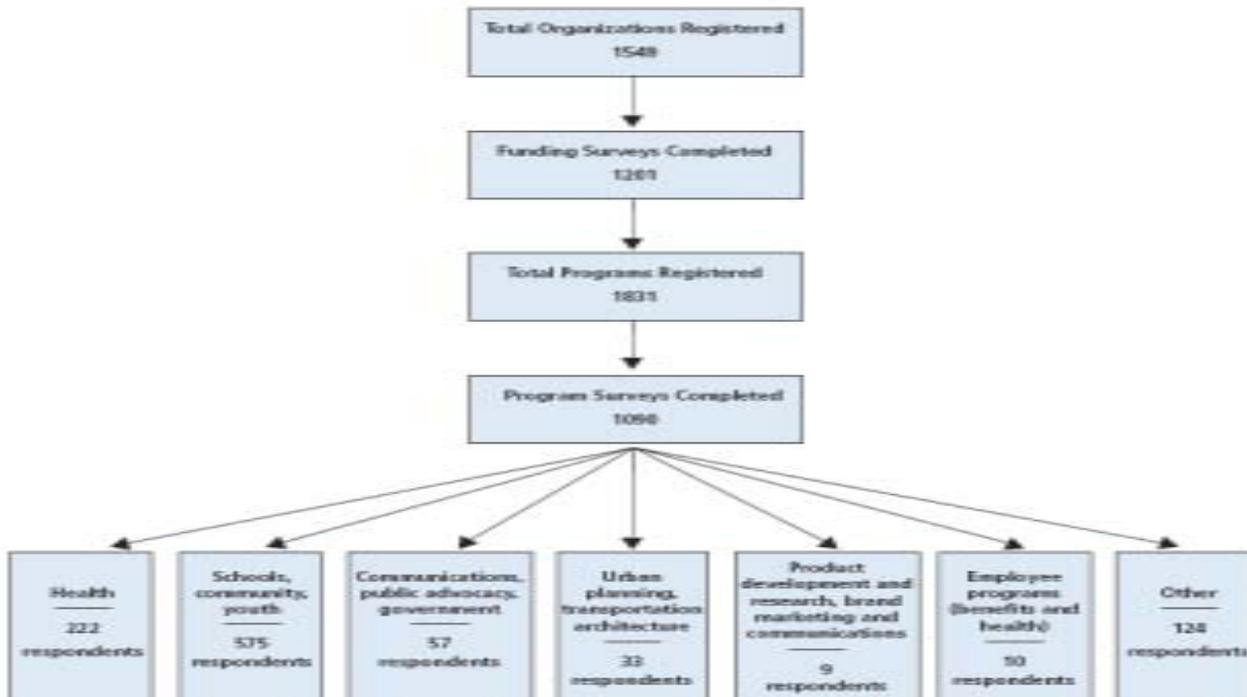
- ◆ Establish:
 - Common language
 - Common goals
 - Common standards
- ◆ Promote:
 - Collaborations and partnerships
 - Broad community involvement
 - Outcomes measures
- ◆ Ultimately achieve:
 - Improved nutrition and increased physical activity
 - Lower, sustained body mass index readings in America's youth
 - Healthier children and adolescents



SUMMARY REPORT SEPTEMBER 2004

National Survey and Registry
of Programs Addressing
Childhood Physical Inactivity
and Excess Weight

SAY SURVEY RESPONDENTS



TACTICAL SURVEY

Survey Participants

- 1549 organizations, agencies, and businesses were identified that might fund or conduct programs addressing physical inactivity and excess weight in childhood
- 1201 (78%) completed the funding and tactical survey
 - ◆ Of those, 655 (55%) reported that they were funding childhood programs
 - ◆ 81% were non-profit or government; 19% were for-profit companies or businesses

TACTICAL SURVEY

Current Funding

- Using the lowest range of funding estimates provided, total 2004 commitments of these organizations were \$800,000,000. A mid-range estimate is in excess of \$1.2 billion
- The number one funding criterion was "outcomes-based criteria"

Funding Process

- 79% of organizations have a formal application process
- Of those, 64% are subjected to peer review

TACTICAL SURVEY

Collaboration Potential

- 94% stated that their efforts would “benefit from participating in discussions about childhood obesity with other funding organizations”
- Of the 27% that currently do not “partner” in this area, 90% stated they would benefit by developing partnerships with other funding sources

PROGRAMMATIC SURVEY

Survey Participants

- 1831 active programs registered
- All 50 states were represented; California represented ~20% of all the respondents
- 1090 (60%) of the registered programs completed the full survey
 - ◆ 56% are embedded in schools and community/youth programs
 - ◆ 22% are embedded in the health sector (hospitals, clinics, physician groups, etc.)
 - ◆ 5% categorized their program as "communications/public advocacy/
government affairs"

PROGRAMMATIC SURVEY

Current Funding

- These 1090 programs reported 2004 expenditures of \$3.9 billion (low-range estimate) up to \$7.1 billion (mid-range estimate)
 - ◆ 40% of annual budgets were less than \$50,000/yr
 - ◆ 18% were \$100,000 to 500,000/yr
 - ◆ These expenditures (\$3.9-7.1 billion) combined with those allocated by the funding sources (\$800 million to 1.2 billion) suggest that ~25% of funding for these programs comes from outside, non-profit sources, with ~75% being internally allocated from the program site

PROGRAMMATIC SURVEY

Partnership and Dialogue

- 59% of the programs are collaborations and partnerships
- 91% of non-partnership programs stated they would benefit from a partnership

PROGRAMMATIC SURVEY

Program Participants

- Based on the estimates provided by the 1090 programs, 4,600,000 children/year are engaged in these efforts
 - ◆ 35% of programs serve populations in which 75-100% of the participants are low income
 - ◆ 60% of programs serve populations in which at least 50% of participants are low income
 - ◆ 80% target children above age 6 years with the majority of that effort after primary school; 7% target infants and toddlers, and 13% target pre-school age children

PROGRAMMATIC SURVEY

Outcome Measures

- 53% of programs say they have quantifiable outcomes measures
- Less than 5% of programs have reported their data in a professional journal
 - ◆ Note: This statistic is in stark contrast to what funding organizations said their primary criterion for funding was, i.e. outcome measures
 - ◆ This finding should be considered in light of the fact that less than 40% of programs funded undergo peer review
- 91% of urban design programs believed research substantiation was very or extremely important
- 30% of urban design programs had some element of outcomes measurement in place

PROGRAMMATIC SURVEY

General Program Features

- 60% are collaborative in nature
- 78% of the programs are of less than 1-year duration
- 50-60% of programs have direct contact with children less than one time per week
- Media exposure of the issue and individual concerns were the primary motivations for implementing the programs
- Rural and urban settings dominated over suburban-based programs

PROGRAMATIC SURVEY

- Most programs are based on educational materials rather than active structural changes in children's environments
- Lack of family involvement was identified as a major barrier to success
- 8% of programs target the family
- Physical activity tends to be emphasized over improved nutrition
- 40% of the programs have only 1 year of funding
- Over 500 programs offered comments on the issue and the survey process in response to several open-ended survey questions



WEB SITE

www.shapingamericasyouth.com

- **Launched September 2004**
- **Provides a searchable database of registered programs**
- **PDF of Summary Report**
- **Critical reports and tools**
- **Funding opportunities**
- **Calendar of events**



WEB SITE

www.shapingamericayouth.com

- #1 site on major search engines
- 20% increase in visits / month
- Average time / visit is >10 minutes
- New mini surveys
- > 500 new programs registered
- Self-evaluation instrument planned
- Developing state and city specific sites



21ST CENTURY TOWN HALL MEETINGS

- Stimulate “grassroots” dialogue
- Utilizes an established national process
 - *AmericaSpeaks.org*
- Representative audience – 1000 / site
- Instantaneous analysis of output
- Redirected dialogue

21ST CENTURY TOWN HALL MEETINGS

- **Four cities**
 - Memphis – September
 - Dallas – October
 - California – 2006
 - Philadelphia - 2006
- **Simultaneous web cast**
- **Report from each city**
- **Follow-up on-line surveys**

NATIONAL ACTION PLAN

- **National conference 2006**
- **Integrate:**
 - **Database**
 - **Town Hall Meetings**
 - **Documented effectiveness**
 - **Expert opinions**
- **Focus on the community / family**
- **Emphasize prevention**



www.shapingamericasyouth.com

- Visit the web site
- Register your program
- Take the survey
- Participate in Town Hall meetings
 - Online
 - In person



NATIONAL ANNOUNCEMENT

- **Washington, DC**
- **June 29th**
- **SAY 's "New Home"**

The Future Families and Communities

- Focus
- Network
- Cooperate
- Communicate
- Change
- Document
- Sustain

